

**INFLUENCE OF MOBILE MARKETING ON
CONSUMER PURCHASE BEHAVIOUR IN ORGANIZED
INSTITUTIONS IN LAGOS STATE, NIGERIA**

BY

**AKINBODE MOSUNMOLA OLUWAFUNMILAYO
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MAY, 2014

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**A PhD THESIS IN MARKETING SUBMITTED TO THE
DEPARTMENT OF BUSINESS MANAGEMENT, SCHOOL OF
BUSINESS, COLLEGE OF DEVELOPMENT STUDIES,
COVENANT UNIVERSITY, OTA**

SUPERVISOR: PROF. J. A. Bello

CO-SUPERVISOR: DR. C. L. Moses

MAY, 2014

CERTIFICATION

This is to certify that this thesis, written by **AKINBODE Mosunmola Oluwafunmilayo** was supervised by me and submitted to the Department of Business Management, School of Business, College of Development Studies, Covenant University, Ota and has not been submitted in any other institution of higher learning.

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Supervisor

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Dr. C. L. Moses
Co-Supervisor

Signature and Date

Dr. O. S. Ibidunni
Head of Department

Signature and Date

DECLARATION

It is hereby declared that this thesis was undertaken by **AKINBODE Mosunmola Oluwafunmilayo**. This research report is based on her original study, in the Department of Business Management, School of Business, College of Development Studies, Covenant University, under the supervision of Prof. J. A. Bello. Ideas and views of this thesis are products of the original research undertaken by Akinbode, M. O. and the views of other researchers have been duly expressed and acknowledged.

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DEDICATION

This research project is dedicated to God Almighty for the grace, wisdom, strength and ability afforded me to pull through despite the challenges and obstacles I encountered during the course of this study. I say thank you Jesus.

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THANK YOU.

ABSTRACT

Advances in Information and Communication Technologies are not only offering new marketing channels of communication and interactivity to companies but also significantly influencing the ways in which organisations conduct their businesses and marketing activities. Marketing on Mobile devices has become one of the most popular channels of communicating with intending and potential customers, particularly in the form of text advertising through Short Messaging Service. This study is aimed at examining the influence of mobile Marketing on consumer Purchase Behaviour among mobile phone users in organized institutions in Lagos State. The objectives of this study are to examine the effect of marketing messages on consumer attitude, to identify the effect of marketing messages on purchase behaviour and to examine consumer factors that significantly influence attitude towards mobile marketing. To achieve the objectives, four hypotheses were formulated from the structure of the research questions. This study was anchored on three theories: learning theory, involvement theory, and theory of reasoned action. The study employed cross-sectional survey design and the data required for this study were gathered using a structured questionnaire. One thousand two hundred (1200) copies of the questionnaire were administered to University students and employees in selected organisations. One thousand and forty three (1043) copies were retrieved out of which One thousand and twenty (1020) copies were used for analysis. Validity and reliability of the research instrument was carried out using composite reliability, content and construct validity. Multi-stage sampling and systematic random sampling techniques were used to select the respondents for this study. Multiple regression was used to test the stated hypothesis with the use of structural modeling technique. The first hypothesis revealed that there is a significant positive effect of marketing messages on consumer attitude (C.R values were greater than 1.96 and P values less than 0.05). The second hypotheses revealed that consumer attitude towards marketing messages have a positive influence on purchase behaviour (C.R values were greater than 1.96 and P values less than 0.05). The third hypothesis revealed that there is a significant positive effect of marketing messages on purchase behaviour (C.R values were greater than 1.96 and P values less than 0.05). The fourth hypothesis tested revealed that there is a significant influence of consumer factors (except for innovativeness, existing knowledge and social norms) on attitude towards marketing messages (C.R values were greater than 1.96 and P values less than 0.05). Based on these findings, the study recommended that: (i) mobile marketing managers should determine target customers and understand their demographic characteristics in order to develop successful mobile marketing programmes and strategies; (ii) Marketing messages should be personalized to consumer needs in stimulating positive attitude and response towards the advertised product/service; (iii) Marketers should frequently communicate with their customers in order to build customer loyalty; (IV) organizations and advertisers should seek consumers consent before sending them marketing messages, as mobile phones are considered personal assets to the owners; (v) Organisations should ensure that their marketing messages are creatively designed in order to yield value to the consumer.